

# Local Approach to Tobacco Control: An overview

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## Smoke Free Alliance

- Multi-agency Steering Group
- Core members represent a wide range of partners
- Vision: to work collaboratively to reduce tobacco related harm



## Local Tobacco Control Approach

- Local action plan in place
- Based on 8 key themes:
  1. Developing infrastructure, skills & capacity
  2. Reduce exposure to second-hand smoke
  3. Helping people to stop smoking
  4. Media, communication, social marketing and education
  5. Reduce the availability and supply of tobacco products.
  6. Tobacco regulation
  7. Reduce tobacco promotion
  8. Research, monitoring & evaluation
- FRESH North East – provide regional support & coordination



## Key Actions

1. Developing infrastructure, skills & capacity
  - Active Smoke Free Alliance in place
  - Reviewed and adapted approach utilising the FRESH NE Infrastructure Self Assessment Tool
  - Work to raise the profile of tobacco control with wider partners
  - Training and awareness raising with a wide range of partners



## Key Actions

2. Reduce exposure to second-hand smoke
  - Raise awareness of the impact of exposure to second-hand smoke
    - Provide second-hand smoke training to staff and volunteers in a wide variety of organisations/settings
    - Children's centres actively promote second-hand smoke messages
    - Support national and regional campaigns
    - Cleveland Fire Brigade to reinforce second-hand smoke messages through Home Fire Safety Checks
  - Maintain smoke free enforcement and advice

## Key Actions

3. Helping people to stop smoking
  - Increase capacity in local stop smoking services
    - Increase number of pharmacies to provide stop smoking service
    - Training of additional stop smoking advisors
    - Targeting of services to address health inequalities
  - Increase awareness of and referral to stop smoking services
    - Ensure that brief intervention training is delivered to frontline staff
    - Ensure that other public health contracts include the need to undertake brief interventions and sign posting
  - Implement the smoking in pregnancy action plan

## Key Actions

4. Media, communication, social marketing and education
  - Media and communications plan in place with a wide variety of activities and campaigns across the year
  - Local support to FRESH NE campaigns
  - Work with youth services, schools & colleges to help prevent young people from taking up smoking
5. Reduce the availability and supply of tobacco products
6. Tobacco regulation
7. Reduce tobacco promotion
8. Research, monitoring and evaluation
  - Using social norm research to identify and reinforce positive attitudes against smoking among young people
  - On-going evaluation and monitor of tobacco control activities to inform commissioning decision



## Next steps

- Deliver against the actions within the action plan
- Secure additional funding for the Smoke Free Alliance to use to implement the action plan
- Update the action plan – April 2013
  - To include any recommendations and actions from the Housing and Community Safety Select Committee
- Undertake the 'CleaR' Standard self assessment and peer review process to identify areas for improvement
- Ongoing evaluation of tobacco activities

